



WPTV

## ORDER

Print Date 08/21/12

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Flight Dates 08/06/12-08/14/12

Contract / Revision 306952 /

Original Date / Revision  
08/03/12 08/10/12

Advertiser Goodman / NonPartisan / Ci

Agency Palm Media

Buying Contact

1924 Ferdinand St.  
Coral Gables, FL 33134Primary Account Executive  
WPTV House

Account Executive	Order%	Start Date	End Date
WPTV House	100%		

Product

Goodman for Circuit Court Judge C

Agency Com 15%

Billing Contact

1924 Ferdinand St.  
Coral Gables, FL 33134

Sales Office WPTVL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35-64

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Order Share 100% Market Value 18725

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	24	\$15,916.25	\$18,725.00	141.80	07/30/12	08/14/12	24	\$15,916.25	\$18,725.00
Totals	24	\$15,916.25	\$18,725.00	141.80					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	08/06/12	08/10/12	M-F 6-7a Today on 5	CM	6-7a	MTWTF--	:30	4	\$475.00	P-3	3.80	NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	MTWTF--					4	\$475.00		3.80			
N 2	WPTV	08/13/12	08/14/12	M-F 6-7a Today on 5	CM	6-7a	MT-----	:30	2	\$850.00	FX	3.80	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----					2	\$850.00		3.80			
N 3	WPTV	08/13/12	08/14/12	M-F 7-9a Today Show	CM	7-9a	MT-----	:30	2	\$900.00	FX	6.20	NM	2	\$1,800.00



**WPTV**

Print Date: 08/21/12

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Contract / Revision    **306952**    Flight Dates **08/06/12-08/14/12**

Hiatus Dates

Original Date / Revision    08/03/12/    08/10/12

Order Sep    00:20:00

Advertiser    **Goodman / NonPartisan / C**    Product **Goodman for Circuit Court** , Estimate #

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WPTV	08/13/12	08/14/12	M-F 7-9a Today Show	CM	7-9a	MT-----	:30	2	\$900.00	FX	6.20 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	MT-----					2	\$900.00		6.20		
N 4	WPTV	08/13/12	08/13/12	M-F 530-6p M-F 530-6p	CM	530-6p	M-----	:30	1	\$650.00	P-1	6.80 NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	M-----					1	\$650.00		6.80		
N 5	WPTV	08/13/12	08/13/12	M-F 630-7p NBC Nightly News	CM	630-7p	M-----	:30	1	\$1,250.00	P-3	10.30 NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	M-----					1	\$1,250.00		10.30		
N 6	WPTV	08/06/12	08/06/12	Oly Prime M-Su Prime M-Su/Olympics	CM	8p-12a (8:00 PM-12:00 XM)	M-----	:30	1	\$4,500.00	FX	17.50 NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	M-----					1	\$4,500.00		17.50		
N 7	WPTV	08/06/12	08/10/12	Oly Daytime Daytime/Olympics	CM	10a-5p	MTWTF--	:30	5	\$650.00	P-1	6.00 NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	MTWTF--					5	\$650.00		6.00		
N 8	WPTV	08/11/12	08/12/12	Oly Sa-Su Wknd DY Wkend Sa/Su Olympics	CM	10a-6p (10:00 AM-6:00 PM)	-----SS	:30	4	\$550.00	P-3	10.50 NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/06/12	08/12/12	-----SS					4	\$550.00		10.50		
N 9	WPTV	08/13/12	08/13/12	M-F 5-6a M-F 5-6a	CM	5-6a	M-----	:30	1	\$300.00	FX	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	M-----					1	\$300.00		0.00		
N 10	WPTV	08/13/12	08/13/12	M-F 9-10a Today Show 2	CM	9-10a	M-----	:30	1	\$475.00	FX	0.00 NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	M-----					1	\$475.00		0.00		
N 11	WPTV	08/13/12	08/13/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	M-----	:30	1	\$250.00	FX	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	M-----					1	\$250.00		0.00		
N 12	WPTV	08/13/12	08/13/12	M-F 4p-5p Ellen	CM	4-5p	M-----	:30	1	\$450.00	P-1	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/13/12	08/19/12	M-----					1	\$450.00		0.00		
Totals													24	\$18,725.00